

William Caton

From: Hope Cooper
Sent: Thursday, May 19, 2005 11:22 AM
To: William Caton
Subject: Comment for MB Docket No. 05-171

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 Federal Communications Commission
 Office of the Secretary

Please associate the comment below with MB Docket No. 05-171.

Hope Cooper

ORIGINAL

-----Original Message-----

From: Yoav Potash [mailto:yoav@sbcglobal.net]
 Sent: Friday, May 13, 2005 7:24 PM
 To: KJMWEB; Kathleen Abernathy; Michael Copps; Jonathan Adelstein
 Subject: Comments on VNRs: Mandate labeling

Dear FCC Chairman and Commissioners,
 In response to your request for comments regarding the use of Video News Releases or VNRs (MB Docket No. 05-171), I am submitting my comments directly to you based on my observations in my work as a Video Editor & Producer.

I strongly advise that the FCC mandate clear and consistent labeling throughout the entirety of all VNRs so that the public can be fully aware of what they are watching and who it was produced by. Having worked as a Video Editor and Producer since 1997, I am well aware of the pressures that media outlets deal with in producing stories and meeting deadlines. The stations do not have the time, resources, or information to consistently label all VNRs, nor should that responsibility fall to them. Furthermore, station owners will be tempted to inject their own personal and political biases into the stations policies regarding the use of VNRs.

It is essential that the government and all corporations producing VNRs clearly label their VNRs throughout their program duration in order for the public to be made aware of what is a VNR and what is not. Without this labeling, the production of VNRs amounts to using the taxpayers' money to generate unauthorized propaganda.

Please do not leave the obligation of labeling VNRs up to media outlets. This would create a huge loophole through which the media outlets would all too often not label their VNRs, and the real losers in this matter would be the American viewing public.

Sincerely,
 Yoav Potash
 Video Producer & Editor
 California

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